

The website includes a wide range of clear, jargon-free information and includes a consumer-friendly tool that will help individuals and small businesses navigate the complicated process of shopping for health insurance.

"During last year's debate over health insurance reform, Congress heard the call for more information and more user-friendly tools, and this week Washington delivered," said Rep. Farr. "This website puts power back into the hands of the public. Whether you're a senior or a new college graduate, a family that recently lost insurance or someone with a pre-existing condition, this technology has a list of insurance options that will fit your circumstances."

The creation of this website was one of the key features for consumers included in the health insurance reform legislation signed into law in March.

The core of the website is a powerful insurance options finder. Consumers supply background information-state, age range, current insurance status-and the tool generates a list of both private and public health insurance options. The tool will list details of insurance plans offered in that state, and include contact information for each company so consumers can contact the companies that best fit their needs.

Starting in October, the tool will also include pricing information, further simplifying health insurance shopping.

"When price estimates come online in October, this website will enable health insurance consumers to compare quality and cost of their health insurance options so they can make the best decision for their lives," Rep. Farr said. "This site will expand transparency, it will increase choice and it will foster competition among insurers. It's a powerful tool and we have the health insurance reform law to thank for it."

The insurance tool has a database of more than 2 billion scenarios, with listings from more than 1,000 insurance carriers and over 5,500 insurance products. It also includes hundreds of pages of content on health care reform implementation, a reform timeline and state-by-state information for individuals with pre-existing conditions.

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